



FREQUENTLY ASKED QUESTIONS

What do we mean by “innovation”?

Innovation is the embodiment, combination, or synthesis of knowledge in original, relevant, valued new products, processes or services. For artists (or a group of artists), it can mean someone who accomplishes any or all of the following:

- Makes a significant shift in artwork that exhibits growth, expansion, depth and/or change to the artistic journey. This can be within the entire field or region of an artistic discipline or within one artist's own personal field of practice and career.
- Purposely setting new challenges and finding many new ways into an artwork.
- Has made a definitive and unusual impact and/or created a body of work that actually helped his/her art form to move forward in a new way. This can mean an entirely new kind of artistry or finding new uses and applications of familiar or traditional forms.
- Is using techniques and/or technologies that deviate from the usual creative process within their art form.
- Effectively markets or distributes their art in ways that are unusual, creative or surprising.
- Uses his/her art in ways that actively impact their community and/or a world beyond their normal scope, tackling issues like social activism, racial justice, youth and minority empowerment, health and healing, aging, international relations, etc.
- Has overcome large setbacks (personal and/or professional) in an especially creative and innovative way as an artist, and has influenced peers by doing so.

You are also entitled to define innovation for yourself!

Quotable Quotes on Innovation:

"Creativity is thinking up new things. *Innovation* is doing new things." *Theodore Levitt*

"Discovery consists of seeing what everybody has seen and thinking what nobody has thought."

Albert von Szent-Gyorgy

"To raise new questions, new possibilities, to regard old problems from a new angle, requires creative imagination and marks real advance..." *Albert Einstein*

"There's a way to do it better—find it." *Thomas Edison*

"The *innovation point* is the pivotal moment when talented and motivated people seek the opportunity to act on their ideas and dreams." *W. Arthur Porter*